



TECHNICKÁ UNIVERZITA V LIBERCI
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NEISSE UNIVERSITY

PSYCHOLOGY OF COMMUNICATION

MAJOR GOALS

1. To synthesise the broad range of knowledge about psychology of communication and to improve students communicative competence.
2. To raise interest of individual students for creative research co-operation.

BASIC THEMES (LESSONS)

1. Definition of communication, main principles.
2. Communication channels (description, functioning, ...)
3. Listening.
4. General recommendations for human communication. Carl Rogers.
5. Accepting and expressing the criticism.
6. Conflict management. Negotiation.
7. Personality typology from the point of view of communication.
8. Mass media communication.

HOMEWORK FOR STUDENTS (in computer laboratory)

Preparation for meeting Prof. Steve Wheeler from the University of Plymouth.

<http://www2.plymouth.ac.uk/distancelearning/steve.html>

<http://www2.plymouth.ac.uk/distancelearning/>

SOURCES

Recommended reading (alphabetically):

ENCYCLOPEDIA OF PSYCHOLOGY [online]. <http://www.psychology.org/>

POSTMAN, Neil: Amusing ourselves to death : public discourse in the age of show business. 3rd ed. New York: Penguin Books, 2006. (various translations available)

PSYCH WEB [online]. <http://www.psychwww.com/>

TUBBS, Stewart L. - MOSS, Sylvia: Human communication : principles and contexts, 9th ed., Boston : McGraw-Hill, 2003.

VYBÍRAL, Zbynek: Psychologie lidské komunikace. Praha: Portál, 2000 (*excellent, unique book, unfortunately in Czech only, with no translation in this time; newer edition available*)

WAHLSTROM, Billie J.: Perspectives on Human Communication, Dubuque: Wm.C.Brown Publishers, 1992



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Further reading (alphabetically):

- ATKINSON, Rita L. et al.: Hilgard's Introduction to Psychology (esp. Part 3.4, 3.5). 13th ed. Orlando, FL: Harcourt College Publishers, 2000. (both older and newer editions and various translations available and usable; some editions named as "Introduction to Psychology" or "Atkinson and Hilgard's Introduction to Psychology")
- FISHER, Roger - URY, William - PATTON, Bruce: Getting to Yes. New York: Houghton Mifflin, 1991. (newer editions and various translations available)
- MARTIN, William B.: Quality customer service: how to win with the customer. 4th ed. Menlo Park, CA: Crisp Publications, 2001. (various translations available)
- TOSCANI, Oliviero: La pub est une charogne qui nous sourit. Paris: Hoebeke, 1995. (various translations available)
- URY, William: Getting Past No. New York, Bantam Books, 1991. (newer editions and various translations available)
- WORLD LECTURE HALL [online] <http://web.austin.utexas.edu/wlh/>

- Robert Nagy -